

# Social Media Monitoring

Week 4 – Jan. 30

UW Social Media Certificate

Winter 2013

# Agenda

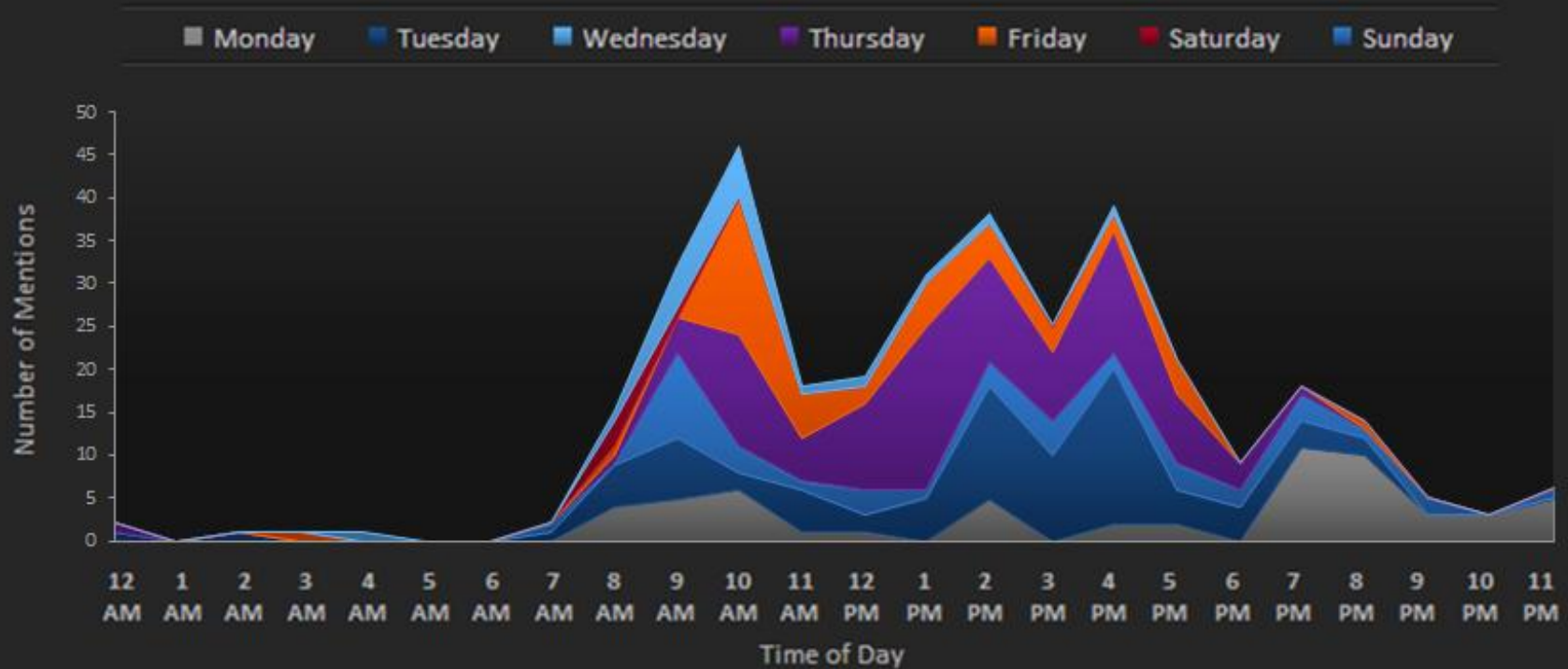
- Simply Measured demo, Lauren Berry
- Social media monitoring
- Minute papers
- Housekeeping/CMP update
- Google Analytics walkthrough
- Homework assignment #2 – Google Analytics report

# Social media monitoring

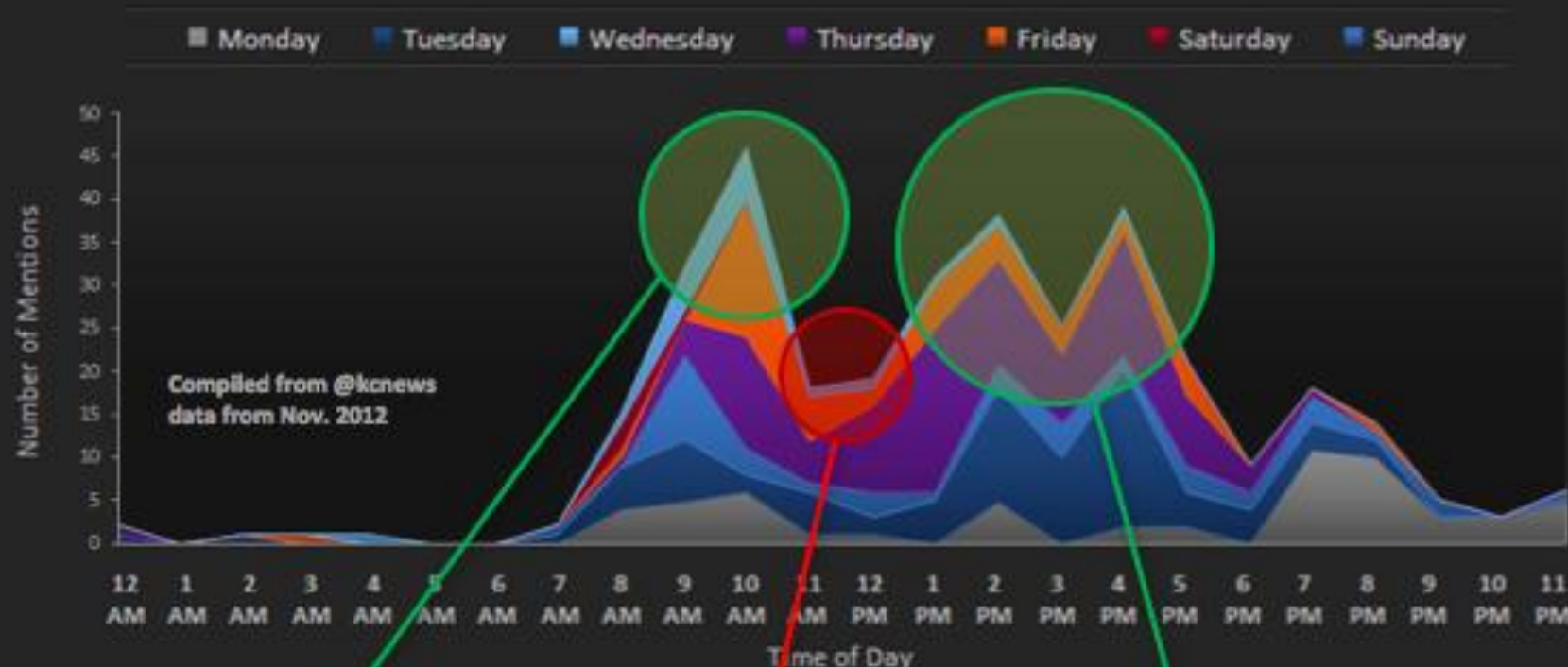
- For data-hungry, strategic marketers.
- Access and analyze social data from one location.
- Understand the data and what it means.
- Create and schedule custom performance reports to tie your efforts to hard numbers, without extra work.
- View online, or export to Excel and other formats easily.



## Distribution of Mentions by Day and Time



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### 8 a.m. – 10 a.m.

Research shows that many professionals check social media frequently as they get to work, pour a cup of coffee and begin their daily tasks.

This is a great time to share news releases and messages with links to your website, or items that are more apt to get retweeted, such as quotes from people or relevant statistics.

### NOT 11 a.m. – 1 p.m.

Lunchtime tweets reach the fewest number of followers and are not recommended.

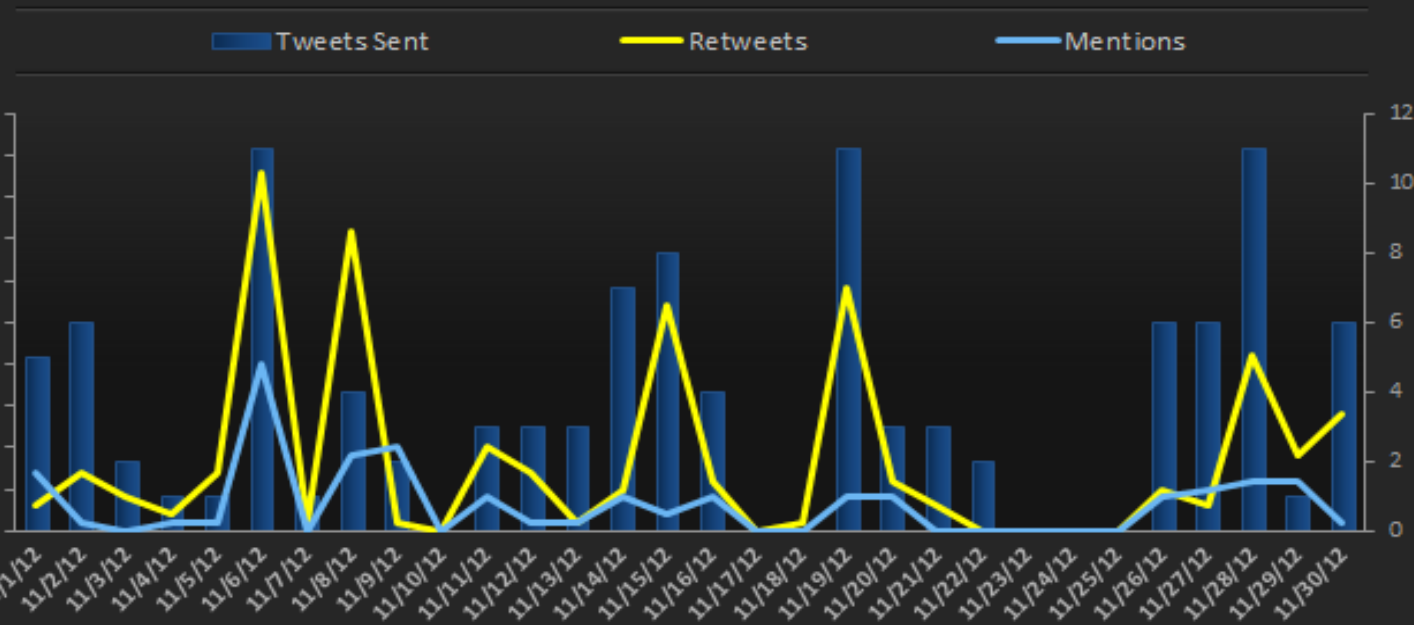
The exception, of course, is when dealing with the media. If you're breaking news, hit the publish button regardless of time.

### 1 p.m. – 4 p.m.

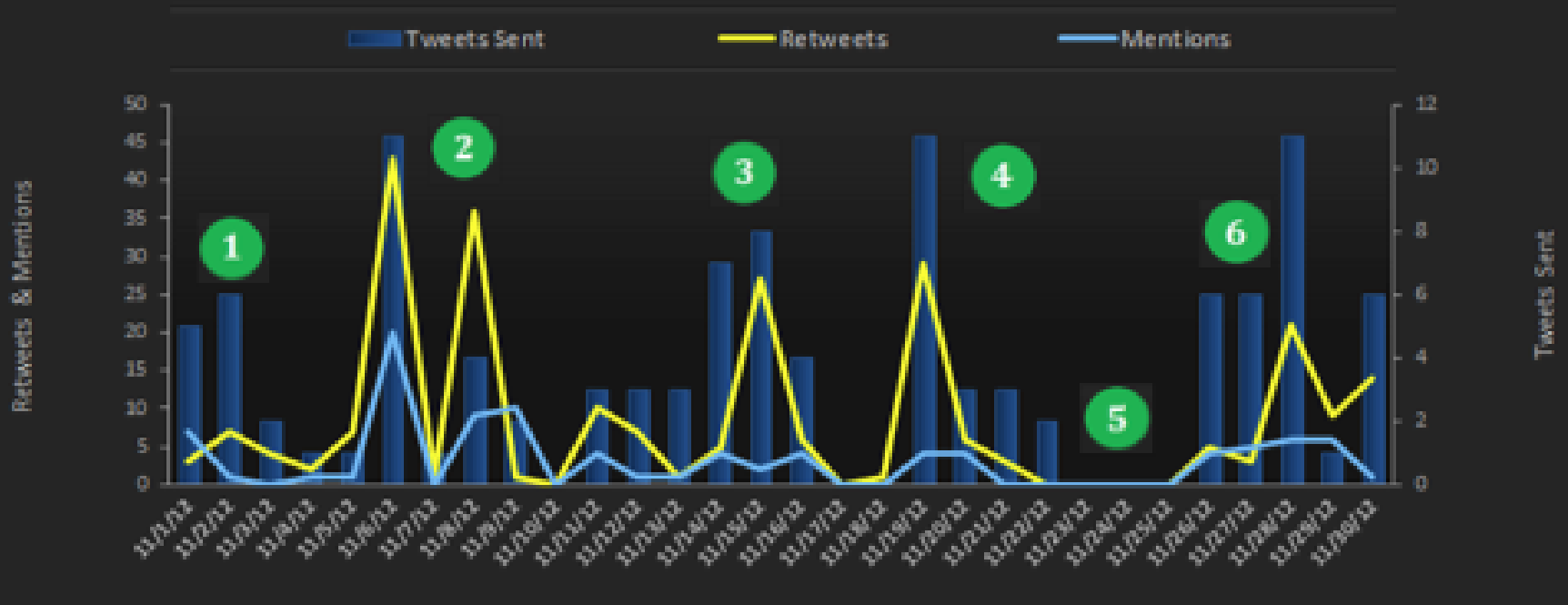
This is the post-lunch crowd, and they are active. Tweets shared in the 1-2 p.m. hour generate the second highest number of mentions all day.

Note the slight dip around 3 p.m. and the spike toward the end of the workday. As people begin to wind down and prepare to leave the office, they fall back to social media.

## Twitter Account Activity and Engagement



## Twitter Account Activity and Engagement



- 1 **Nov. 2** – Ramping up for the general election.
- 2 **Nov. 6-8** – Election coverage.
- 3 **Nov. 15** – Dow Constantine announces marriage equality events on KUOW.
- 4 **Nov. 20** – Flood Warning Center opens in Snoqualmie.
- 5 **Nov. 23-25** – Thanksgiving break.
- 6 **Nov. 28** – Election results certified.

# Examples

- Simply Measured  
Strong reporting, supports lots of channels, expensive.
- SproutSocial  
Mix between HootSuite & Simply Measured, publish posts and get unlimited reporting.
- Crowdboost  
Only for Facebook and Twitter, cost effective.
- Brandwatch  
Comprehensive suite of tools, includes CRM.



Simply Measured



Brandwatch

# Resources

- Mashable – [Simply Measured review](#)
- CloudSurfing – [Simply Measured competitors](#)
- CRM Idol – [SproutSocial review](#)
- WebHead Interactive – [Crowdboosters review](#)
- Monitoring Social Media – [Brandwatch review](#)



# Minute papers

- I've used HootSuite off and on for about a year and half now and, while I don't (didn't) use it to its robust capabilities, I do find the scheduling feature and the fact that your channels are all in one place is WAY too convenient to ignore. Now that we're digging into HootSuite I've fallen into an analytic love affair.
- I believe the benefit of a tool is to help you do and manage things better, more efficiently. When you add the "SM overload of information challenge" to this equation, tools become a necessary, must-have asset.
- Some of the things I dislike are the Facebook functions, the streams not being able to retain long periods of data, the searching by keywords/mentions doesn't work for me all the time, or lack of Boolean knowledge. Also, I want more of an understanding of the data and user profiles. I guess that's why we have Simply Measured.

# CMP update



- Taglines and profiles updated
- HootSuite administrators being added
- Content calendar
- Post regularly to your channel
- GOST feedback
- Campaign ideas

*LinkedIn group report*

# Housekeeping

- **Changes to syllabus:**
  - Only one campaign is required.
  - Single-channel.
  - Group presentation due week 10 (3/30).
  - Stick to your GOST, measure your performance.
  - *TAKEAWAY → no campaign/report due week 7*

# Housekeeping

Point value	Assignment	Due
10	Minute papers (1 point each)	Weekly
5	Replies (Minimum of 5)	
10	Active participation in class, Twitter and groups	
40	4 homework assignments (10 points each)	
10	Milestone #1: GOST document (1 per team)	Week 3
10	Milestone #2: First campaign (1 per team)	Week 7
15	Milestone #3: Second campaign (final presentation)	Week 10

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10	GOST document (1 per team)	Week 3
25	Final project: group presentation	Week 10

# Housekeeping

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  - *TAKEAWAY → no campaign/report due week 7*
- **4-week survey for UW (in-class)**
- **Due next week: Google Analytics report (1 page)**

# Project: Flip the Media

- MCDM course blog
- Posts written by students, staff and community leaders
- <http://flipthemedial.com>
- @flipthemedial



Flip the Media At the Crossroads of Media, Culture and Technology Powered by MCDM!  

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Business Entertainment Events Gaming Politics Privacy Social Media Videos

Home > Law > No, That Photo on Twitter Isn't Yours to Take

## No, That Photo on Twitter Isn't Yours to Take

Posted by Daimon Eklund on Wednesday, January 23rd, 2013 at 10:04 am



Photo courtesy of Flickr user [BigTallGuy](#)

When you take a photo and post it to Twitter, is it still yours?

The wire service Agence France-Presse (AFP) tried to argue that all photos posted to Twitter were fair game for any other media outlet or user to take and use for their own purposes, due to a very open reading of the Twitter terms of service. A judge recently disagreed in one of the few legal opinions so far to expressly take a look at user copyrights regarding social media service's terms of service.

Most observers expected AFP's argument to fail – even Twitter said its users retained copyright when posting photos. But the case, *AFP v. Morel*, is still important as one of the first judgements to expressly set guidelines for what is and isn't allowed, said [Kraig Baker](#). Baker is a digital media attorney and partner at Davis Wright Tremaine, and teaches law and policy classes in the MCDM program.

"It provides us our first framework for how you're going to pull down photos from Twitter, and, by extension, Facebook," Baker said. "Essentially, there's question about, 'What do all these terms of service mean?' And I think that's why this case resonates more than other cases, and why it might be more important than other cases."

The background of the case is fairly complicated (*Arts Technica* has a [more detailed background here](#)). It started when the photojournalist Daniel Morel took some photos in the aftermath of the 2010 Haiti earthquake and posted them to Twitter. Another

Get email updates  Subscribe 

### Hot topics

- College sports, broadcasting rights, and the digital space (5 comments)
- Do exclusive rights in sports make sense for social media? (3 comments)
- 3 Things the Seahawks Taught Me About Online Community (3 comments)
- Should consumers drop \$500 on a tablet this holiday season? (2 comments)
- Let's Have Dinner and Talk About Death (2 comments)
- Viral Video: Airline Safety for Hobbits (2 comments)
- Want that job? Hand over those social media passwords. Now. (2 comments)
- A Back Stage Peek at Four Peaks TV (1 comments)
- Ready, Set, Startup- Startup Weekend UW Underway (1 comments)
- Social media makes life a little easier for our soldiers (1 comments)

@FlipTheMedia

 OptimusDiaz: RT @uwengineering: @flipthemedial gives a rundown of Startup Weekend UW (#SWUW). Winning team: NomON, app for random food delivery. <http://t.cote9qtWWq> 17 hours ago from web

# Google Analytics walkthrough

- **What were the top three pages viewed last week?**
  - Which one of these stands out? Why?
- **How many unique visitors were there in Jan. vs Dec.?**
  - How many of those visitors were new to the site?
- **How much did mobile traffic grow from 2011 to 2012**
- **How much traffic did social media drive last year?**
- **Last year, what % of traffic came from search?**
  - What stands out about the top 10 search terms? Explain.

# Google Analytics walkthrough

- **What were the top three pages viewed last week?**
  - Which one of these stands out? Why?
    - *Content – Site Content – All Pages – Last Week*
- **How many unique visitors were there in Jan. vs Dec.?**
  - How many of those visitors were new to the site?
    - *Audience – Overview – Compare Months*
- **How much did mobile traffic grow from 2011 to 2012**
  - *Audience – Mobile – Change Dates to 11/12*
- **How much traffic did social media drive last year?**
  - *Traffic – Sources – Referrals – Change Dates to 2011*
- **Last year, what % of traffic came from search?**
  - What stands out about the top 10 search terms? Explain.
    - *Traffic – Sources – Search – Organic – Change Dates to 2011*

# Assignment #2 – Google Analytics

- Write a 1-page analytics report (10 points)
  - Using Google Analytics, measure Flip the Media's performance during 2012.
    - *1. How much influence does social media have on site traffic? What can they learn from this?*
    - *2. Why does the homepage get so much more traffic than individual blog posts?*
- Provide analysis of what you learned.
- Make recommendations for what FTM can do next.
- **Due prior to class 2/6 – week 5**